

# DROPSHOP

CURATED BY PHILLIPS

PRESS RELEASE

## Phillips to Feature Cass Bird's Photographs of Jenna Lyons in Upcoming Dropshop Launch

Two Editioned Photographs of Lyons, *K8 1* and *K8 2*, to Drop on 8 October at 10am ET

*The K8 Hardy Studio Dress* to Showcase Lyons Outfitted in the Conceptual Artist's Newest Creation



Cass Bird, *K8 1* (Left) and *K8 2* (Right)

NEW YORK – 1 OCTOBER 2024 – Phillips is proud to announce that the featured artist in the company's October Dropshop launch will be photographer Cass Bird. Two works by the acclaimed photographer, each in editions of 55, will become available on 8 October at 10am ET for \$1,250 each. The photographs both depict the entrepreneur and television personality Jenna Lyons in a bold collaboration with conceptual artist K8 Hardy, as Lyons is dressed in Hardy's latest creation, *Studio Dress*. Bird reimagines the boundaries of fashion photography in this conceptual editorial, capturing Lyons not just as a high fashion model, but as a feminist icon, reclaiming the gaze. In conjunction with the Drop, the photographs will be exhibited at 432 Park Avenue alongside the company's seasonal photographs exhibition, on view from 3-8 October.

Bird's signature approach dismantles the male gaze with sharp wit and an awareness of the performative nature of gender. Behind the camera, Bird is also a performer, effortlessly disarming her subjects and infusing her photography with playful commentary on the ways women are seen - and choose to be seen. Together, Bird and Hardy challenge and redefine the aesthetics of power and labor in fashion.

Hardy's *Studio Dress* is a tribute to women's workwear, inspired by the humble, utilitarian house dress worn by grandmothers across the world. Through Bird's lens, this overlooked garment is elevated into the realm of high

fashion, subverting traditional hierarchies of class, design, and femininity. Phillips is proud to announce that *Studio Dress* will also be on view at Phillips New York, alongside the photographs.

### About Cass Bird

Born and raised in Los Angeles, photographer Cass Bird graduated from Smith College before moving to New York, where she is based.

Bird's projects span the art, fashion and commercial worlds. Her photographs are included in the collections of The Brooklyn Museum, Philadelphia Museum of Art and The Smithsonian's National Portrait Gallery. Her fresh, spontaneous style has made her a frequent contributor to top magazines including American and French Vogue, T Magazine, The Wall Street Journal Magazine, Self Service, New York Magazine, The New Yorker, i-D and Porter.

Her advertising clients include Tiffany & Co., Revlon, Fendi, Etro, YSL, Cartier, Dior, Ralph Lauren, American Eagle, H&M, Zara, Calvin Klein, DKNY, Levi's and Nike among many others.

Click here for more information: <https://dropshop.phillips.com/>



### ABOUT DROPSHOP

Dropshop, Curated by Phillips, offers exclusive Drops by creators, for collectors. Dropshop's limited-edition releases of primary market art and objects are exclusive to the company's digital platform and conceived in partnership with the artists, collaborators, and brands shaping contemporary culture. Items are available through a timed "buy now" e-commerce model at [www.phillips.com/dropshop](http://www.phillips.com/dropshop). By redefining the dynamics of the traditional art market framework, Dropshop's goal is to connect artists, galleries, curators, institutions, and non-profit organizations with a global collecting community. Further, creators will receive a resale royalty commission for any work purchased from Dropshop that is subsequently re-offered at Phillips — an industry first.

### ABOUT PHILLIPS

Phillips: where the world's curious and bold connect with the art, design, and luxury that inspires them. As a leading global platform for buying and selling 20th and 21st century works, Phillips offers dedicated expertise in the areas of Modern and Contemporary Art, Design, Photographs, Editions, Watches, and Jewels. Auctions and exhibitions are primarily held in New York, London, Geneva, and Hong Kong, with representative offices based throughout Europe, the United States, and Asia. Phillips offers a regular selection of live and online auctions, along with items available for immediate purchase. Phillips also offers a range of services and advice on all aspects of collecting, including private sales and assistance with appraisals, valuations, and financial planning. Visit [phillips.com](http://phillips.com) for further information.

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